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Tuesday, July 21, 2015

June Lagmay  
Office of the City Clerk  
200 N. Spring Street  
Room 224  
Los Angeles, CA 90012

**Re: 1st Quarter Report – January 1 – March 31, 2015**

Dear Ms. Lagmay,

On behalf of the Board, I would like to present the first quarter report and financial expenditures as required by the Administration Agreement between the City of Los Angeles and the HOLLYWOOD MEDIA DISTRICT PROPERTY OWNER'S ASSOCIATION.

**1st QUARTER ACTIVITIES**

1. **Security:** For this quarter, Universal Protection Services continued with unarmed foot and bike patrols, providing 24-hour security 7 days a week. Reports were made of patrol findings on a daily basis. A report is given at regular Board meetings. In addition to providing security, the goal is to be helpful to everyone they encounter in the district.
2. **Maintenance:** For this quarter, Los Angeles Beautification Team (LABT) continued providing the following services: emptying trashcans, cleaning and removing all trash and debris from sidewalks, gutters, driveways, tree wells. They also remove stickers and paint over graffiti on buildings, trees, poles, planters, utility bases or other surfaces on a daily basis. They pressure washed bus stops and sidewalks throughout the district.

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3. **Marketing:** Maintenance of the current website continued and development of a new website is in the works. The Board is exploring new opportunities to expand our social media presence.
4. **Administration:** We are pleased to report that we have hired CPA Fabio Vasco of GTL, LLP. We have implemented better control and tracking of our annual budget and this will help us prioritize our needs and begin servicing the expansion areas.

Budget Category	Annual Budget	1st Quarter Amount Spent	Y-T-D Amount Spent	Projected 2 <sup>nd</sup> Qtr. Spending
Security	644,300	125,807.35	125,807.35	125,807.35
Maintenance	211,250	47,403.30	47,403.30	47,403.30
Marketing	42,250	586.42	586.42	586.42
Administration	158,436	42,680.65	42,680.65	42,680.65
<b>TOTAL</b>	<b>1,056,236</b>	<b>216,477.72</b>	<b>216,477.72</b>	<b>216,477.72</b>

Should you have questions, please contact me at the numbers listed below.

Sincerely,

Steven Whiddon  
Executive Director  
Hollywood Media District

1040 N. Las Palmas Avenue  
Los Angeles, CA 90038  
T: 323-860-0088  
F: 323-860-0089



July 30, 2015

Ms. June Lagmay  
Office of the City Clerk  
200 North Spring Street, Room 224  
Los Angeles, CA 90012

**RE: 2<sup>nd</sup> Quarter Report, April 1- June 30, 2015**

Dear Ms. Lagmay,

On behalf of the Board, I would like to present the second quarter report and financial expenditures as required by the Administrative Agreement between the City of Los Angeles and the HOLLYWOOD MEDIA DISTRICT PROPERTY OWNER'S ASSOCIATION.

**2<sup>nd</sup> QUARTER ACTIVITIES**

1. **SECURITY:** For this quarter Universal Protection Services continued with unarmed foot and bike patrols, providing 24-hour security 7 days a week. Reports were made of patrol findings on a daily basis, and a report is given at the regular monthly Board meetings. Bi-monthly Business Watch meetings are held in conjunction with the Hollywood Police Department. In addition to providing security, the goal is to be helpful to everyone they encounter in the district.
2. **MAINTENANCE:** For this quarter Los Angeles Beautification Team (LABT) continued providing the following services: emptying trashcans, cleaning and removing all trash and debris from sidewalks, gutters, driveways and tree wells. LABT also removed stickers and painted over graffiti on buildings, trees, poles, planters, utility bases or other surfaces on a daily basis. They pressure washed bus stops and sidewalks throughout the District. Tree maintenance and trimming has been done. A report is given at the regular monthly Board meetings.

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3. **MARKETING:** Informative updates and maintenance of the current website continued and development of a new website is ongoing. The Media Messenger quarterly newsletter had been mailed to our property and business owners. The Board is exploring new opportunities to expand our social media presence and increasing media attention to the District.
4. **ADMINISTRATION:** We are pleased to report that through our work with the recently hired CPA Fabio Vasco of GTL, LLP, we are transferring our accounting to QuickBooks online. This major upgrade will allow for better control and tracking of our annual budget and will aid in prioritizing our needs to better serve the District. A financial report is given at the regular monthly Board meetings.

Budget Category	Annual Budget	2 <sup>nd</sup> Quarter Amount Spent	Y-T-D Amount Spent	Projected 3 <sup>rd</sup> Qtr Spending
Security	644,300	91,601.37	217,408.42	159,288.72
Maintenance	211,250	45,622.00	93,025.30	52,812.51
Marketing	42,250	776.31	1,362.73	10,547.51
Administration	158,436	50,688.53	93,369.18	42,346.91
Total	1,056,236	188,688.21	405,165.93	264,995.65

Should you have any questions, please contact Steven Whiddon, Executive Director or Jim Omahen, Operations Manager at the number listed below.

Sincerely,

Laurie Goldman, Treasurer  
Hollywood Media District

1040 North Las Palmas Avenue  
Los Angeles, CA 90038  
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October 29, 2015

Ms. Holly Wolcott  
Office of the City Clerk  
200 North Spring Street, Room 224  
Los Angeles, CA 90012

### **3<sup>rd</sup> Quarter Report, July 1- September 30, 2015**

Dear Ms. Wolcott,

On behalf of the Board, I would like to present the third quarter report and financial expenditures as required by the Administrative Agreement between the City of Los Angeles and the HOLLYWOOD MEDIA DISTRICT PROPERTY OWNER'S ASSOCIATION.

#### **3<sup>rd</sup> QUARTER ACTIVITIES**

1. **SECURITY:** For this quarter Universal Protection Services (UPS) continued with unarmed foot, bike and vehicle patrols, providing 24-hour security 7-days a week. Security Patrol Officers responded to numerous constituent calls regarding nuisance or threatening individuals, and had called LAPD Hollywood Division many times for assists. Reports were made of patrol findings on a daily basis, and reports given at the regular monthly Board meetings. Bi-monthly Business Watch meetings were held in conjunction with the Hollywood Police Department. In addition to providing security, the goal is to be helpful to everyone they encounter in the District. UPS continues to provide bike patrol, as well as patrol in a vehicle owned by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the District. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the District. LAPD continues to monitor the five video surveillance cameras placed throughout the BID. The BID continues to pay for a maintenance contract with Metro Video Systems for these surveillance cameras.

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2. **MAINTENANCE:** For this quarter Los Angeles Beautification Team (LABT) continued providing the following services: emptying trashcans, cleaning and removing all trash and debris from sidewalks, parkways, gutters, driveways and tree wells. LABT also removed stickers and painted over graffiti on buildings, trees, poles, utility bases or other surfaces on a daily basis. For this quarter LABT picked up and removed 3,886 bags of trash, painted out 6,626 sq. ft. of graffiti, and picked up and removed 201 bulky items. Pressure washing bus stops as well as sidewalks throughout the District. The Board approved an increase in costs for the remainder of 2015 for additional cleaning, maintenance for the Highland Avenue medians, and additional tree trimming along Santa Monica Boulevard scheduled for 4<sup>th</sup> Quarter. A report is given at the regular monthly Board meetings. There has been a noticeable improvement in the aesthetic quality of the BID.
3. **MARKETING:** Informative updates and maintenance of the current website continued and development of a new website is ongoing. The Media Messenger quarterly newsletter had been mailed to our property owners as well as stakeholders. The Board is exploring new opportunities to expand our social media presence and increasing media attention to the District. The scope and implementation of the Media District's MTA Call for Projects Grant is ongoing.
4. **ADMINISTRATION:** We are pleased to report that through our work with the recently hired CPA Fabio Vasco of GTL, LLP, we will soon be transferring our accounting to QuickBooks online. This will allow for better control and tracking of our annual budget and will aid in prioritizing our needs to better serve the District. A financial report is given at the regular monthly Board meetings. Mehmet Berker from UCLA was hired to produce a multi-boundary map of the BID area showing Los Angeles Police Divisions and various political jurisdictions. Executive Director Steven Whiddon left his position with the HMD, and the Board hired Lisa Schechter as the new Executive Director beginning October 1st. The BID's Annual Meeting was postponed and rescheduled for Oct. 22, 2015.





Budget Category	Annual Budget	3 <sup>rd</sup> Quarter Amount Spent	Y-T-D Amount Spent	Projected 4 <sup>th</sup> Qtr Spending
Security	644,300	118,324	369,324	160,989
Maintenance	211,250	59,199	170,000	52,812
Marketing	42,250	499	1,861	10,548
Administration	158,436	47,092	140,503	43,923
Total	1,056,236	225,114	681,688	268,272

Should you have any questions regarding the foregoing, please do not hesitate to contact me at (323) 860-0025.

Sincerely,

Lisa Schechter  
Executive Director  
Hollywood Media District



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FEB 05 2016  
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January 28, 2016

Ms. Holly Wolcott  
Office of the City Clerk  
200 North Spring Street, Room 224  
Los Angeles, CA 90012

**4th Quarter Report, October 1- December 31, 2015**

Dear Ms. Wolcott,

On behalf of the Board, I would like to present the fourth quarter report and financial expenditures as required by the Administrative Agreement between the City of Los Angeles and the HOLLYWOOD MEDIA DISTRICT PROPERTY OWNER'S ASSOCIATION.

**4th QUARTER ACTIVITIES**

1. **SECURITY:** For this quarter Universal Protection Services (UPS) continued with unarmed foot, bike and vehicle patrols, providing 24-hour security 7-days a week. Security Patrol Officers responded to nearly 1800 constituent calls regarding nuisance or threatening individuals, and had called LAPD Hollywood Division many times for assists. Reports were made of patrol findings on a daily basis, and reports given at the regular monthly Board meetings. Bi-monthly Business Watch meetings were held in conjunction with the Hollywood Police Department. In addition to providing security, the goal is to be helpful to everyone they encounter in the District. UPS continues to provide bike patrol, as well as patrol in a vehicle owned by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the District. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the District. LAPD continues to monitor the five video surveillance cameras placed throughout the BID. The BID continues to pay for a maintenance contract with Metro Video Systems for these surveillance cameras.

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2. **MAINTENANCE:** For this quarter Los Angeles Beautification Team (LABT) continued providing the following services: emptying trashcans, cleaning and removing all trash and debris from sidewalks, parkways, gutters, driveways and tree wells. LABT also removed stickers and painted over graffiti on buildings, trees, poles, utility bases or other surfaces on a daily basis. For this quarter LABT picked up and removed 3,928 bags of trash, painted out 8,317 sq. ft. of graffiti, and picked up and removed 380 bulky items. Pressure washing bus stops as well as sidewalks throughout the District. The Board approved an increase in costs for the remainder of 2015 for additional cleaning, maintenance for the Highland Avenue medians, and additional tree trimming along Santa Monica Boulevard. All were completed. Reports are given at the regular monthly Board meetings.
3. **MARKETING:** Informative updates and maintenance of the current website continued and development of a new website is ongoing. The Media Messenger quarterly newsletter had been mailed to our property owners as well as many other stakeholders. The scope and implementation of the Media District's MTA Call for Projects Grant is ongoing.
4. **ADMINISTRATION:** Working with our CPA firm, we will soon be transferring our accounting to QuickBooks Online. This will allow for better control and tracking of our annual budget and will aid in prioritizing our needs to better serve the District. Financial reports are given at the regular monthly Board meetings. New Executive Director Lisa Schechter has been studying various issues and matters concerning the organization. The BID's Annual Meeting was held on Oct. 22, 2015.



Budget Category	Annual Budget	4th Quarter Amount Spent	Y-T-D, 2015 Amount Spent	Projected 1st Qtr, 2016 Spending
Security	644,300	163,143	562,924	144,036
Maintenance	211,250	73,615	243,615	81,550
Marketing	42,250	855	2,717	376
Administration	158,436	53,641	194,134	47,407
Total	1,056,236	291,254	1,003,390	273,369

Should you have any questions regarding the foregoing, please do not hesitate to contact me at (323) 860-0025.

Sincerely,

Lisa Schechter  
Executive Director  
Hollywood Media District